

IRON COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	44,547	45,693	46,310	1.4%	9
Total Non-Ag Employment	16,657	15,647	15,092	-3.5%	10
Non-Ag Avg Monthly Wage	\$2,218	\$2,257	\$2,288	1.4%	23
Per Capita Income	\$24,247	\$23,738	n/a	n/a	n/a
Unemployment Rate*	4.6%	8.5%	8.7%	2.4%	8
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$99,263,412	\$89,725,095	\$94,286,385	5.1%	9
Travel & Tourism Related Employment	1,962	1,730	1,775	2.6%	9
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$5,270,808	\$4,702,076	\$4,931,243	4.9%	9
Transient Room Tax	\$838,162	\$732,181	\$839,377	14.6%	10
Restaurant Tax	\$473,622	\$458,375	\$468,710	2.3%	8
Retail Sales					
Gross Taxable Retail Sales	\$632,409,346	\$608,695,724	\$547,440,149	-10.1%	11
REGIONAL VISITATION COUNTS					
Zion N.P.	2,657,213	2,735,396	2,666,021	-2.5%	
Bryce Canyon N.P.	1,043,321	1,216,376	1,285,490	5.7%	
Quail Creek S.P.	95,239	97,110	101,967	5.0%	
Cedar Breaks N.M.	538,016	492,350	525,829	6.8%	
Grand Staircase-Escalante N.M.	711,310	722,431	700,000	-3.1%	
Snow Canyon S.P.	299,233	308,126	321,752	4.4%	
Utah Shakespearean Festival	124,086	112,295	117,018	4.2%	
Iron Mission S.P.	16,904	16,881	16,272	-3.6%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r = revised

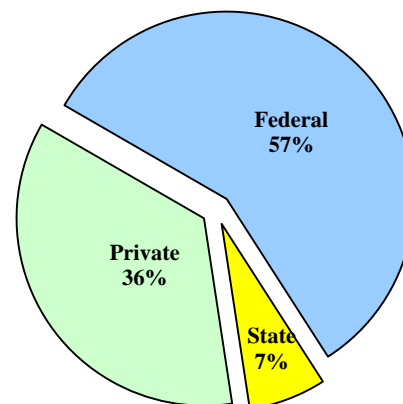
Land Ownership - 2010	No. of Acres	% Total
Total Acres in County	2,112,651	100.0%
Federal Government	1,215,132	57.5%
BLM	963,303	45.6%
US Forest Service	242,978	11.5%
National Parks	8,851	0.4%
National Wildlife Service	--	--
Other •	--	--
State Government	141,025	6.7%
Utah State Parks & Recreation	231	0.0%
Utah State Wildlife Reserves	8,069	0.4%
State Trust Lands	132,725	6.3%
Other ••	--	--
American Indian	2,503	0.1%
Private*	754,198	35.7%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2010



Iron County Tourism Profile

